

Writing for Government

Letters, emails, briefings and memos



Whether you are responding to letters, making a request by email, or putting a proposal to a minister, your writing needs to:

- > create a positive and professional image of your Department, Agency or Council
- > be clearly understood by your reader
- > achieve the desired result

**All participants
will receive a
certificate of
accomplishment.**

Who should attend

Managers, policy advisers and professional staff responsible for drafting letters, emails, ministerial briefings, proposals, reports, brochures and other documents.

WORKSHOP PRESENTER

Ros Harris

WORKSHOP DATE

Darwin
16 April 2012

Melbourne
8 May 2012

Canberra
17 May 2012

P E R F O R M A N C E
I M P R O V E M E N T
C O N F E R E N C E S &
S E M I N A R S

Strictly Limited Numbers

P i C S
www.pics.com.au

Government writing whether at Local, State or Federal level, is diverse. It may mean the preparation of copy for brochures and the web, writing reports, preparing ministerial briefs and memos, responding to letters from the public, or proof reading and editing the work of others.

This program will provide you with the skills to:

- > achieve results by selecting the right style and tone for your audience
- > write briefs and memos that are approved first time
- > write with clarity and meaning, avoiding an overly-bureaucratic style
- > maximise layout for impact
- > use effective strategies for your final quality check.

The Program

STAGE 1

Analyse your audience and purpose

- > The importance of knowing your audience
- > Integrating the appropriate tone and readability for the reader(s) receiving your document
- > Discussions of sample Government documents to highlight how analysing your audience and having a clear purpose are essential

STAGE 2

Plan and organise your information

- > Discuss and rework sample documents to create greater effect
- > Structure a successful brief or memo that includes options and recommendations
- > Strategies and tactics for organising ideas

STAGE 3

Write with clarity and impact

- > Review and practise plain English strategies. These include writing in the active voice, writing strong sentences (not just grammatical ones), using verbs in preference to noun phrases; using bullet lists appropriately
- > Illustrate how plain English does not mean writing in a casual style, but is a way to be clear, concise and readable
- > Outline a number of concise writing strategies
- > Participants will apply a readability formula to their own sample, then rework using plain English principles and concise writing strategies

STAGE 4

Quality assurance

- > Opportunity to review/workshop your own sample documents
- > Learn effective proofreading strategies to create perfect documents
- > Practise those proofreading skills on a government document

STAGE 5

The Final Check

- > Group brainstorm of some practical proofreading strategies and tips applicable to Government writing

Methodology

Syndicate groups are integrated throughout to provide hands on experience, together with feedback regarding the skills inherent in writing a variety of documents relevant to Government for a range of audiences, whilst emphasizing the importance of tailoring the tone and readability to suit particular requirements.

- > Case study work
- > Presentation of best practice writing skills
- > Comprehensive reference materials to take away

Program Timetable

Registration & Coffee	8.30	-	9.00 am
Morning Tea	10.30	-	10.45 am
Lunch	12.30	-	1.30 pm
Afternoon Tea	3.30	-	3.45 pm
Finish	5.00 pm		

Breaks and lunch fully provided.

In-House

Enquiries for conducting Writing for Government in-house to Jill Moor at PICS - 03 9835 8900
jillmoor@pics.com.au

To ensure optimum learning value for you the workshop is limited to 16 participants

The Presenter

Ros Harris

Ros is a highly regarded writer, editor and trainer, with twenty years experience in running workshops for both government and private sector clients. Her special expertise is in imparting the skills to improve business writing to bring about desired results.

Her professional experience is extensive:

- training clients in business writing skills, with a focus on letters and reports
- providing one on one coaching to senior executives
- style manuals, pro-formas and templates (letters, reports, proposals)
- editing diverse business documents including legal insurance documents, tender documents, standard letters, promotional letters, proposals, policy statements, procedure manuals, public signage and technical guidelines

Ros has a PhD in English and has written several communication skills courses at both TAFE and postgraduate level.

She is renowned for her expert knowledge and engaging presentation style.



VENUES

DARWIN

16 April 2012
HOLIDAY INN ESPLANADE
116 Esplanade,
Darwin NT 0800
Tel: (08) 8980 0800

MELBOURNE

8 May 2012
THE SEBEL MELBOURNE
394 Collins Street
Melbourne Vic 3000
Tel: (03) 9211 6600

CANBERRA

17 May 2012
HOTEL KURRAJONG
National Circuit
Barton ACT 2604
Tel: (02) 6234 4444

Fee: The registration fee, including GST, is \$770 per attendee including lunches, refreshments and workshop papers. For groups of three or more from the same organisation the fee is \$660 per attendee. Included in the fee is a comprehensive set of course notes.

Registration: Register online at www.pics.com.au or forward the completed registration form by fax, post or email to secure your place. Payment must be made prior to the workshop

GST: Fees quoted include 10% GST. Registered entities will be able to claim an input tax credit for GST charges on taxable supplies made by PICS. It is the responsibility of those entities to assess their eligibility for any such tax credit.

Payment: On receipt of your registration a GST invoice will be issued by PICS. Payment may be made by cheque payable to PICS, credit card, or electronic transfer.

Cancellations: Should you be unable to attend, a substitute attendee is always welcome at no extra charge. Alternatively, we will make full and prompt refund for cancellations received fourteen days prior to commencement of the workshop less a 20% administration fee.

Accommodation: If accommodation is required it may be booked privately at the conference hotel. Ask for the conference discount.

DARWIN	HOLIDAY INN ESPLANADE	(08) 8980 0800
MELBOURNE	THE SEBEL	(03) 9211 6600
CANBERRA	HOLIDAY INN ESPLANADE	(08) 8980 0800

Registration and enquiries, please contact:

Jill Moor - P.I.C.S.
PO Box 1040
Hawthorn, Vic 3122
Tel: 03 9835 8900
Fax: 03 9835 8999
email:
registrations@pics.com.au

Register Online:
www.pics.com.au

PERFORMANCE
IMPROVEMENT
CONFERENCES &
SEMINARS

P i C S
www.pics.com.au

REGISTRATION FORM

PICS ABN: 15 062 943 766

One form per person.
Photocopy if necessary.

Writing for Government

Please complete and return with your payment to PICS as soon as possible. Registration Fees are payable in advance.

Surname _____

First Name (for badge) _____

Position _____

Company Name _____

Address _____

City _____ Postcode _____

Tel () _____ Fax () _____

Email _____

I wish to attend: DARWIN MELBOURNE CANBERRA

CHEQUES PAYABLE TO P.I.C.S. OR CHARGE TO:

VISA MASTERCARD AMEX DINERS

Account Number _____

Name (Please Print) _____ Expiry Date _____

Authorised Signature _____ Authorised Amount _____

PICS is 100% Australian owned and managed

In the event of unforeseen circumstances, PICS reserves the right to substitute other speakers or otherwise amend the program as necessary.